

Management 423 Conceptual Discussion Questions:

1. Explain the concept of business power. What are the perspectives of business power?
2. Discuss the dominance theory. Discuss Domhoff's, Dye's, Mill's, and Rothkopf's views on elite dominance.
3. Why is the American society considered to be a pluralistic society? What are the boundaries of managerial power?
4. Discuss Plato's and Aristotle's views on commercial activity.
5. What is meant by liberalism, economic liberalism, Keynesianism, and neoliberalism?
6. What were Karl Marx and Friedrich Engel's views on socialism?
7. Define social Darwinism in the context of CSR (Corporate Social Responsibility).
8. Develop pros and cons of the modern CSR.
9. Discuss the major problems of cross-border corporate power.
10. Discuss the rise of new global values.
11. Discuss in depth the implementation of CSR strategy.
12. Discuss cause marketing. What are the criticisms of cause marketing?
13. Distinguish between checkbook philanthropy and philanthrocapitalism—with examples.
14. Distinguish between ethical universalism and ethical relativism.
15. Explain the concept of "moral free space", the theory of amorality, theory of moral unity, and the philosophy of utilitarianism.
16. Discuss the three stages of "civilization" as it typically develops over time. Explain the concepts of hypernorms; compensatory damages, and punitive damages—with examples.
17. What is the neural basis of ethical decisions? Identify fourteen principles of ethical reasoning and justify which principles appeal to you the most?
18. Distinguish between: trade associations, Washington offices, and coalitions; Distinguish between: contact lobbying, background lobbying, and grassroots lobbying.
19. What are the major reasons for the diffusion of power in the US government? How did the rise of antagonistic groups impact the business environment?
20. Articulate and defend your own philosophy of CSR and explain your CSR strategy execution process.

